



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

**DEPARTMENT OF MEDIA & GRAPHIC DESIGN**

**UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4312: DESIGN AND LAYOUT PRODUCTION**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**SERIES: JULY 2014**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A** & **B**.
  - Section **A** is **Compulsory**.
  - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Outline the critiques that began the “TIME” Magazine. **(5 marks)**
- b) Explain the meaning “timespeak”. **(5 marks)**

**QUESTION 2**

- a) Outline the career divisions of magazine employee. **(5 marks)**
- b) Explain the production of magazines. **(5 marks)**

### QUESTION 3

- a) Describe any **THREE** types of magazines. **(6 marks)**
- b) Outline the **FOUR** main means of circulation. **(4 marks)**

### SECTION B (Answer any Two Questions)

#### QUESTION 4

- a) Distinguish between a magazine and a journal. **(10 marks)**
- b) Explain the functions of a Publisher. **(10 marks)**

#### QUESTION 5

Discuss the grouping of publisher into **FIVE** major categories. **(20 marks)**

#### QUESTION 6

Elaborate on the different responsibilities editors found in a publishing house. **(20 marks)**